

ALONZO KING LINES BALLET

Title: Marketing Manager

Reports to: Director of Marketing

Join an internationally-acclaimed arts organization at a pivotal time—its 40th anniversary. [Alonzo King LINES Ballet](#) is part of the cultural fabric of San Francisco and known around the globe for its impact on shaping the future of ballet and dance education. Founded by visionary choreographer Alonzo King, the organization has been recognized for its world-premiere performances featuring unique collaborations and transformative education programs that nurture creativity, self-discovery, empathy, and risk-taking.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Work with the Director of Marketing to execute the marketing plan across all marketing channels (media, social, email, website, content, and experiential marketing)
- Oversee LINES Ballet's digital presence, including the website (SEO, SEM), social media accounts, and email marketing
- Manage LINES Ballet's social media channels, including but not limited to:
 - Content strategy
 - Content creation
 - Influencer relationships
 - Organic + paid campaigns
 - Community management
 - Reporting
- Manage LINES Ballet's email marketing program, including but not limited to:
 - List management + segmentation
 - Content strategy
 - Content creation
 - Email contributors management
 - Reporting
- Manage website and blog maintenance and updates in coordination with the Content Producer
- Responsible for Google Ads management and Google Analytics tracking across all digital channels
- Work closely with the Director of Marketing on audience research, competitive analysis, segmentation, and targeting
- Produce graphics (video and static) for social media, email campaigns, and website

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- Understand and adhere to brand style guides; implement designs that inspire, inform, and captivate audiences
- Produce regular reports (for internal and external stakeholders) to assess the effectiveness of campaigns and improve marketing performance
- Develop and maintain strategic partnerships to reach new audiences
- Supervise seasonal interns and fellows

QUALIFICATIONS:

- Bachelor's degree from an accredited college or university
- Minimum 3–5 years marketing experience, non-profit or performing arts experience preferred
- Passionate about LINES Ballet's mission and impact
- Extensive knowledge of Mailchimp, WordPress, Google Suite, Asana, Salesforce, all social media platforms, social management tools (Hootsuite, Meltwater, etc.), and Adobe Creative Cloud (Acrobat DC, Photoshop, Illustrator, InDesign, Premiere Pro)
- Strong understanding of marketing and passion for digital
- Solid understanding of branding, visual design principles, and typography
- Outstanding communication (oral and written) and interpersonal skills
- Excellent project management and organization skills
- Ability to thrive in a fast-paced environment
- Must be able to work flexible hours when needed
- Perform other job-related duties as assigned

Please send your resume and cover letter to Human Resources at elizabeth.lopez@linesballet.org referencing Marketing Manager in the subject line.

Alonzo King LINES Ballet is an equal opportunity employer.